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Amendments to the Claims:

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

- 1. (Original) A cling article comprising:
 - a cling backing having first and second opposed major surfaces; and
- a heat-activatable adhesive in contact with at least a portion of the first major surface, wherein the heat-activatable adhesive has an activation temperature of at least about 40 degrees Celsius, and wherein the heat-activatable adhesive has a gel content at or above the activation temperature of at least about 5 percent.
- 2. (Original) The cling article of claim 1, wherein the activation temperature is at least about 60 degrees Celsius.
- 3. (Original) The cling article of claim 1, wherein the activation temperature is less than about 100 Celsius.
- 4. (Original) The cling article of claim 1, wherein the cling backing comprises cling vinyl.
- 5. (Original) The cling article of claim 1, wherein the cling backing comprises an electrostatically charged film.
- 6. (Original) The cling article of claim 1, wherein the cling backing comprises an electret film.
- 7. (Original) The cling article of claim 1, wherein the heat-activatable adhesive comprises a semi-crystalline polymer.
- 8. (Original) The cling article of claim 1, wherein the heat-activatable adhesive comprises an over-tackified adhesive.

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- 9. (Original) The cling article of claim 1, wherein the heat-activatable adhesive comprises wax and an elastomer.
- 10. (Original) The cling article of claim 1, wherein the heat-activatable adhesive has a gel content of at least 10 percent at or above the activation temperature.
- 11. (Original) The cling article of claim 1, wherein the heat-activatable adhesive has a gel content in a range of from about 50 to about 100 percent at or above the activation temperature.
- 12. (Original) The cling article of claim 1, further comprising an auxiliary adhesive in contact with at least a portion of the second major surface.
- 13. (Original) The cling article of claim 12, wherein the auxiliary adhesive comprises a heatactivatable adhesive.
- 14. (Original) The cling article of claim 12, wherein the auxiliary adhesive comprises a heatactivatable adhesive having an activation temperature of at least about 40 degrees Celsius.
- 15. (Original) The cling article of claim 14, wherein the auxiliary adhesive comprises a heat-activatable adhesive having an activation temperature of less than about 100 degrees Celsius.
- 16. (Original) The cling article of claim 1, wherein the heat-activatable adhesive forms a continuous layer.
- 17. (Original) The cling article of claim 1, wherein the heat-activatable adhesive forms a discontinuous layer.
- 18. (Original) The cling article of claim 12, wherein the auxiliary adhesive forms a continuous layer.

- 19. (Original) The cling article of claim 12, wherein the auxiliary adhesive forms a discontinuous layer.
- 20. (Previously Presented) The cling article of claim 1, wherein the article is selected from the group consisting of a tape, a strip, a roll, and a sheet.
- 21. (Original) The cling article of claim 1, further comprising an image-receiving layer in contact with at least one of the first or second major surfaces.
- 22. (Original) The cling article of claim 1, wherein at least one of the first or second major surfaces has a graphic image thereon.
- 23. (Original) The cling article of claim 1, wherein the second major surface has a dry erasable layer thereon.
- 24. (Previously Presented) The cling article of claim 1, wherein the cling backing comprises a thermoplastic polymer selected from the group consisting of fluorinated polymers, polyolefins, ionomers, polyesters, polyamides, polycarbonates, polysulfones, and combinations thereof.
- 25. (Original) The cling article of claim 1, wherein the cling backing comprises polypropylene.
- 26. (Original) The cling article of claim 1, wherein the cling backing comprises a poly(ethyleneco-methacrylic acid) ionomer.
- 27. (Original) The cling article of claim 1, wherein the cling article is perforated.
- 28. (Previously Presented) The cling article of claim 1, wherein the cling backing is fluorescent or phosphorescent.

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29. (Original) A method of adhering a cling article to a substrate comprising:

providing a cling backing having first and second opposed major surfaces and a first heat-activatable adhesive in contact with at least a portion of the first major surface, wherein the heat-activatable adhesive has an activation temperature of at least about 40 degrees Celsius, and wherein the heat-activatable adhesive has a gel content at or above the activation temperature of at least about 5 percent;

contacting the cling backing with a substrate; and

heating the heat-activatable adhesive to a temperature at which the heat-activatable adhesive becomes aggressively tacky.

- 30. (Original) The method of claim 29, wherein the activation temperature is at least about 60 degrees Celsius.
- 31. (Original) The method of claim 29, wherein the activation temperature is less than about 100 Celsius.
- 32. (Original) The method of claim 29, wherein the cling backing comprises cling vinyl.
- 33. (Original) The method of claim 29, wherein the cling backing comprises an electrostatically charged film.
- 34. (Original) The method of claim 29, wherein the cling backing comprises an electret film.
- 35. (Original) The method of claim 29, wherein the heat-activatable adhesive comprises a semicrystalline polymer.
- 36. (Original) The method of claim 29, wherein the heat-activatable adhesive comprises an overtackified adhesive.

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- 37. (Original) The method of claim 29, wherein the heat-activatable adhesive comprises wax and an elastomer.
- 38. (Original) The method of claim 29, wherein the heat-activatable adhesive has a gel content of at least 10 percent at or above the activation temperature.
- 39. (Original) The method of claim 29, wherein the heat-activatable adhesive has a gel content in a range of from about 50 to about 100 percent at or above the activation temperature.
- 40. (Original) The method of claim 29, wherein the heat-activatable adhesive forms a continuous layer.
- 41. (Original) The method of claim 29, wherein the heat-activatable adhesive forms a discontinuous layer.
- 42. (Previously Presented) The method of claim 29, wherein the cling backing is selected from the group consisting of a tape, a strip, a roll, and a sheet.
- 43. (Original) The method of claim 29, wherein at least one of the first or second major surfaces contacts an image-receiving layer.
- 44. (Original) The method of claim 29, wherein at least one of the first or second major surfaces has a graphic image thereon.
- 45. (Original) The method of claim 29, wherein the second major surface has a dry erasable layer thereon.
- 46. (Currently Amended) The method of claim 29, wherein the cling backing comprises a thermoplastic polymer selected from the group consisting of fluorinated polymers, polyolefins,

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eopolymers of olefins and other monomers, ionomers, polyesters, polyamides, polycarbonates, polysulfones, and combinations thereof.

- 47. (Original) The method of claim 29, wherein the cling backing comprises polypropylene.
- 48. (Original) The method of claim 29, wherein the cling backing comprises a poly(ethylene-comethacrylic acid) ionomer.
- 49. (Original) The method of claim 29, wherein the cling article is perforated.
- 50. (Previously Presented) The method of claim 29, wherein the cling backing is fluorescent or phosphorescent.
- 51. (Original) The method of claim 29, wherein the substrate comprises a liner.
- 52. (Original) The method of claim 29, wherein the substrate is selected from the group consisting of a window, an architectural surface, or an automobile.
- 53. (Original) An assembly comprising:
 - a cling backing having first and second opposed major surfaces;
- a first heat-activatable adhesive in contact with at least a portion of the first major surface, wherein the heat-activatable adhesive has a first activation temperature of at least about 40 degrees Celsius, and wherein the heat-activatable adhesive has a gel content at or above the activation temperature of at least about 5 percent; and
 - a substrate in contact with the heat-activatable crosslinked adhesive.
- 54. (Original) The assembly of claim 53, wherein the first activation temperature is at least about 60 degrees Celsius.

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- 55. (Original) The assembly of claim 53, wherein the first activation temperature is less than about 100 Celsius.
- 56. (Original) The assembly of claim 53, wherein the cling backing comprises cling vinyl.
- 57. (Original) The assembly of claim 53, wherein the cling backing comprises an electrostatically charged film.
- 58. (Original) The assembly of claim 53, wherein the cling backing comprises an electret film.
- 59. (Original) The assembly of claim 53, wherein at least one of the first or second major surfaces contacts an image-receiving layer.
- 60. (Original) The assembly of claim 53, wherein at least one of the first or second major surfaces has a graphic image thereon.
- 61. (Original) The assembly of claim 53, wherein the second major surface has a dry erasable layer thereon.
- 62. (Previously Presented) The assembly of claim 53, wherein the cling backing comprises a thermoplastic polymer selected from the group consisting of fluorinated polymers, polyolefins, ionomers, polyesters, polyamides, polycarbonates, polysulfones, and combinations thereof.
- 63. (Original) The assembly of claim 53, wherein the cling backing comprises polypropylene.
- 64. (Original) The method of claim 53, wherein the substrate comprises a liner.